



OMALiNK, Inc.

**Safe, convenient, and reliable van
shuttle and courier servicing
Lincoln, Omaha, and Eppley
Airport**

24 February 2004

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Company Background

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Bio and History

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Bio: Chris Stokes

- UNL Business Degree in Economics 1991
- UAL Airbus Pilot (on leave of absence)
- USAFR - Major, F-16 Pilot
- Travel Industry for 16 years

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Idea/Business Plan

- **Demand: Extensive business planning and research for the last 3 years.**
 - 278,000 tickets/year are sold to Lincolniters to travel from Eppley. (Approx 40/hr.)
 - 10,000 People commute between Lincoln and Omaha (1% = 100/day)
- **Modeled OMALiNK after Southwest Airlines**
- **Observed Kansas Transportation Service in Lawrence, KS.**

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Main OMALiNK Functions:

1. **Airport shuttle**
2. **Courier service**
3. **Charter service**
4. **Commuter transport**

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Operations

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- 3 Late model Ford 15-passenger vans with capacity for 10-11 Pax.



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Employees:

- **12 Drivers, mostly semi-retired with spotless driving records.**
- **Dispatchers to take calls, answer questions, and make reservations.**
- **Sales Manager and Chief Dispatcher**
- **General Manager and owner**
- **Owner**



- **Service departs every 2 hours from Lincoln and Omaha on the odd hour.**
- **First van leaves Lincoln at 5:00am, then 7:00am, 9:00am, etc. The last van returns from Eppey at 11:00pm.**
- **Pickup and drop off points:**
 - **Lincoln: UNL Union, Embassy Suites, The Cornhusker Hotel, and The Holiday Inn**
 - **Omaha: Eppey Airport, Old Market**



Scheduling and Reservations

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1. www.omalink.com
2. Telephone
3. Travel agent/Corporate

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Pricing

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**“As low as \$17.40
per way when
purchasing a round
trip ticket with a
companion”**

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**With 24-hour
Reservation:
\$49.95 Round trip
\$34.95 One-way**

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**Without 24-hour
Reservation:**

\$39.95 One-way

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Companion Fare:
\$19.95 Round Trip
\$14.95 One-way

- $\$49.95 + 19.95 = \$69.90 \div 2 =$
\$34.45 per person round trip



Problems:

1. New business

- ☐ **Costs – Insurance, Advertising**
- ☐ **Message out**
- ☐ **Pricing**
- ☐ **Changing habits**



Problems:

2. PSC limitations

- ☐ Cab company
- ☐ Point to point service within Lincoln
- ☐ No traveling from Lincoln Airport to Omaha airport
- ☐ The Legal Battle

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Strengths

1. New
2. Great service – Needed in LNK for a long time. A great “product”.
3. No Competition – Eppley Express
4. Great Employees
5. Location

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Weaknesses

1. New
2. Money limited
3. Limitations of the PSC
4. Pricing and public perception –
CHANGING A 30 YEAR HABIT!
5. Not Handicap accessible



What OMALiNK does for Lincoln

1. Provide a low cost option for travel
2. Provides the city the means for
economic growth and business
development
3. Stop the loss of business – **GALLUP!**



What OMALiNK does for Lincoln (Cont.)

4. **Enable non-drivers to travel**
 - ☐ Elderly
 - ☐ Disabled
5. **Courier Service**
6. **Cost-effective Charters**
7. **Supports Lincoln Causes - Keeps money in Lincoln**
8. **Provides employment to 16 people**

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OMALiNK Needs Help to Survive

1. **Money (Grants, support, equipment, etc.)**
2. **Corporate Contracts**
3. **Wheelchair Accessible Vehicle(s)**
4. **Getting the word out**

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OMALiNK Needs Help to Survive

- 5. Office/Building/Parking
- 6. Legal Support
- 7. Political Support
 - ☐ Airport Authority
 - ☐ NPSC



Questions?